

What is claimed is:

1. A cellular phone comprising:
 a housing;
 a keyboard disposed on a first side of said housing;
5 a first display device disposed on said first side;
 a second display device disposed on a second side of said housing, said second side being opposite to said first side;
10 a memory storing advertising information;
 a receiver-transmitter; and
 a controller computer programmed to receive said advertising information through said receiver-transmitter, to control said first
15 display device in response to instructions received through said keyboard, and to control said second display device to display said advertising information on a screen of said second display device during a phone call
20 established through said receiver-transmitter in response to operation of said keyboard by a user.

2. The cellular phone according to claim 1, wherein said second display device is detachably connected to said housing.

3. The cellular phone according to claim 2,
wherein said housing has a notch for
accommodating said second display device therein
such that said screen of said second display
5 device is aligned to a rear surface of said
housing.

4. The cellular phone according to claim 1,
wherein said keyboard includes:

a key top displaying a plurality of symbols
respectively written with fluorescent materials
5 having different dominant wavelengths, and

a plurality of light emitting units
emitting lights of different wavelengths,

wherein said keyboard receives mode
instructions to place said cellular phone into an
10 operation mode, and

wherein said controller computer drives
said plurality of light emitting units in
response to said operation mode into which said
cellular phone is placed

5. The cellular phone according to claim 1,
further comprising:

a power supply circuit providing electric
power for said controller computer;

5 a power terminal electrically connected to

said power supply circuit;

a battery case; and

a strap including first and second cables
connected between said power terminal and said
10 battery case to allow a battery in said battery
case to supply power for said power supply
circuit through said power terminal, wherein said
first and second cables form a loop to provide a
grip.

6. An advertising method comprising:

providing a cellular phone including:

a housing,

a keyboard disposed on a first side of
5 said housing,

a first display device disposed on said
first side, the first display device being
controlled in response to instructions received
through said keyboard

10 a second display device disposed on a
second side of said housing, said second side
being opposite to said first side,

a memory, and

a receiver-transmitter; and

15 receiving advertising information from an
advertising information source;

storing said received advertising

information in said memory;

displaying said stored advertising
20 information on a screen of said second display
device during a phone call established through
said receiver-transmitter in response to
operation of said keyboard by a user.

7. The advertising method according to claim 6,
wherein said advertising information source
includes a website server providing a website
said receiving includes:

5 establishing a connection between said
cellular phone and said website through a network,
and

downloading said advertising information
from said website to store said advertising
10 information in said memory.

8. The advertising method according to claim 7,
wherein said advertising information is selected
in response to a position of said cellular phone.

9. The advertising method according to claim 7,
wherein said advertising information is selected
in response to current time.

10. The advertising method according to claim 6,

wherein said advertising information includes at least one of a trademark, a business name, and a catch phrase.